

# PUBLIC RELATIONS BRIEFING BOOK





# INTRODUCTION



We need your help in reshaping the public's perception of the Army. We may be one of the most revered military forces in the world, but a generation of young Americans doesn't know why.

Hollywood and inaccurate media coverage are misshaping the public's perception of the Army. We can counteract this misperception using our current resources to create a more effective, more realistic public view of who the Army is and what we can offer current and future Soldiers.

The verbiage **An Army Of One** was developed to get to the heart of what the youth of the 21st century demands from any career opportunity. They want independence; they want recognition; they want success. **An Army Of One** tells them we can meet those standards by empowering each individual Soldier to succeed. The accomplishments of every Soldier become the success of the unit – the success of the entire Army.

On a national level, we are taking action to raise awareness of the Army's strengths. For example, we've approached media with stories about:

- Cutting edge technology being developed and implemented by the Army
- Innovation in mechanical and vehicular engineering in the Army
- Food service advances in the Army
- Emergency services in the Army

If you encounter an Army story that has the potential to be of national interest, send an e-mail to our "National News Bureau staff" ([nationalnewsbureau@hqda.army.mil](mailto:nationalnewsbureau@hqda.army.mil)), which will provide you with additional support to bring national attention to your story.

We've also developed a series of PR materials to support you as we work together to change the public perception of the Army – to make it clear that we are an empowering force, not a depersonalizing organization.

You can tap into this resource at a moment's notice. It includes preapproved press release templates, key messages and speeches to allow you to quickly respond to PR opportunities. The materials are designed to allow you to easily add local information, and they'll provide you with a tool to help move the needle on the public perception meter in a positive direction.

We've also included an extensive PR reference section that provides information on how to implement PR programs, how to give a solid media interview and how to handle tough questions. It's intended to supplement the training you've already received or refresh what you've practiced.

As the Army's public relations efforts progress, we'll continue to provide updated ready-to-use materials via Army Link. We've laid the groundwork. It's your turn to help us build on the foundation – one Soldier at a time.